

Digital Presence & Online Booking

Diagnostics, Labs & Imaging

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Plans a diagnostic centre digital presence — website, online test booking, WhatsApp, report access and listings — to attract and convert patients. Use it to build direct-patient flow. For local search use the Google Business & Local SEO tool.

Purpose of this tool & output

Get found and booked online

How the output is used

Use it to get found and booked online — a website and online-booking presence that brings in patients directly.

Important cautions

Keep health claims truthful and non-misleading and protect patient data in booking and report delivery (DPDP). Online report access must be secure and confidential. Start with the highest-impact, lowest-cost steps.

Companion documents

- Diagnostic Marketing Plan
- Ethical Doctor-Referral Strategy
- Google Business & Local SEO
- Preventive Checkup Campaign
- Patient Retention & Recall Program
- Corporate & Institutional Outreach

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.